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# LODI HISTORIAN

SPRING 2013

## The District of **Lodi, Cal.** Is not Excelled in the State

For many reasons, the Lodi district is destined to be one of the richest and most desirable in the state. The climate is even and healthful and the water pure and bountiful. The prevailing west winds bring the equable climate of the sea. Her soil is rich, and will grow, successfully, fruit, grapes, berries, alfalfa and all kinds of vegetables. Any one who would till the soil can suit his taste, or his genius. Farmer make from \$100 to \$200 per acre growing potatoes, and from \$200 to \$300 growing onions. Our gardeners make from \$300 to \$500 per acre growing vegetables and berries. Alfalfa produces from 5 to 7 crops each season and from 8 to 10 tons per acre.

The Lodi district without doubt excells all others for the

### Famous Royal Flame Tokay Grapes

and is great for wine grapes. This district alone shipped 1141 cars of table grapes (mainly Tokays) and sold them in the Eastern markets for \$1,141,000. This was fifty per cent of the table grapes of the entire state. A single day's sales of the LODI TOKAY GRAPES aggregated over \$40,000. Other crops sold for \$1,200,000. This district is noted for fruit. One farmer gathered, this season \$4350 worth of peaches from 15 acres, \$1500 worth of French prunes from 5 acres and \$1600 worth of pears from 8 acres. Are we wrong when we say the **LODI DISTRICT IS NOT EXCELLED IN THE STATE?** Home seekers and investors can do no better than come to the Lodi district.

For Further Information Address

**LODI BOARD OF TRADE, Lodi, California**

## THE "IDOL CITY" OF LODI, SAN JOAQUIN COUNTY, CALIFORNIA

A REPRINT

Introduction by Janice Roth

The Lodi Historian usually publishes original articles authored by members of the Lodi Historical Society. However, this edition of the Historian was first published in 1908 in a periodical called "Out West." Out West magazine began in the 1880's and later merged with the Overland magazine and ceased publication in 1935.

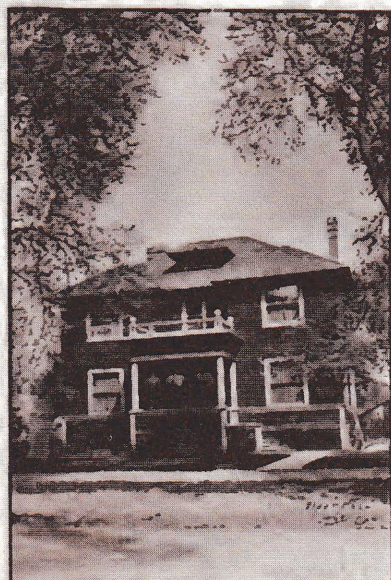
We chose to reprint this article in its entirety to share with you the feeling of the day when it was written and to share how "outsiders" perceived the Lodi area of the early 1900's.

The magazine also featured several advertisements in other editions of the same year which are also included in this printing.

When this article was called to our attention, we knew we wanted to share it with our members, and we hope you enjoy reading this article as much as we did.



## LODI



**California**

## Go Where You Will

and you cannot find any better land than the rich alluvial sediment soil around Lodi. It is the most productive grape growing center in America. Nearly one half of the table grapes from California were shipped from Lodi. This section cannot be excelled in this or any State for substantial profits. The vineyards yield from four to six tons to the acre and the Flame Tokay grapes bring from \$40 to \$80 per ton. Peaches, Apricots, Plumes, Olives, Almonds, Berries, etc., also yield satisfactory profits.

### BEFORE DECIDING

where to locate, send for our new booklet "Lodi" Address Lodi Board of Trade, Lodi, California.



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JANUARY, 1908

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# OUTWEST



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# THE "IDOL CITY" OF LODI, SAN JOAQUIN COUNTY, CALIFORNIA

By A. J. WEINERT



ALIFORNIA is a great state, and there are many sections making claims that have the ring of fairy tales to one who has never traveled. Why any one should doubt any of the statements made regarding the wonderful resources of our Golden West, has always been a surprise to me. Statistics have always borne out every report set forth from a reliable source. Some people, however, cannot resist the suspicion that Opportunity is trying to sell them a gold brick, and do not investigate.

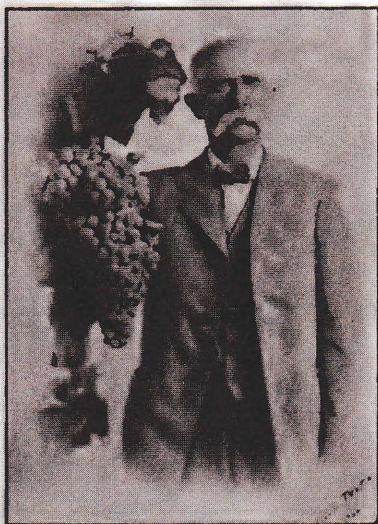
One of the most prosperous and beautiful sections of the State that has not been brought very prominently to the notice of the general reader is Lodi, in the northern section of the San Joaquin County. It is the second city in the county, on the main line of the Southern Pacific Railroad, fourteen miles north of the city of Stockton, the county-seat, and connected with Stockton by an electric railroad. It is thirty-six miles south of Sacramento, the capital of the State. This place is often spoken of as the "Heart of California" on account of its location which gives it many advantages. The climate is mild and delightful, the days during the summer are warm, and the nights cool and refreshing on account of the daily ocean breezes which are due to its geographical position, directly east of Suisun and San Pablo bays. The soil is of the richest alluvial sediment, noted for its high tonnage in production. The surrounding country is perfectly level, and the roads are likewise level and never muddy. Purest water in abundance is obtained from an underground flow which is inexhaustible at a depth of thirty to sixty feet. The celebrated



PACKING TOKAYS AT LODI



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THE PARADE DURING THE TOKAY CARNIVAL AT LODI



## THE "IDOL CITY" OF LODI

San Joaquin Valley wheat-fields have here been supplanted by vineyards and orchards, and for a distance of five miles in any direction is now presented one of the prettiest sights of comfortable and prosperous homes with vineyards and orchards about them, which brings conviction to every visitor. All of this has taken place within the last seven years.

But the most convincing argument ever presented are the returns from various products of this truly wonderful section. The shipments of table grapes from Lodi during the season of 1907—the largest so far recorded—amounted to 1 141 carloads, valued at \$1,141,000. This was an increase of more than one-third over the record of 1906. In addition to this, the proceeds of the wine-varieties of grapes and of other fruits are conservatively estimated at \$350,000.

This section certainly cannot be excelled in this State, or any State, especially when we realize that the above returns are from a section that is still in its infancy, and it is reasonable to estimate that when all of the young vineyards and orchards come into full



JAPANESE GRAPE PACKERS AT LODI

bearing, the returns will exceed five million dollars annually. Considering the area, this is exceedingly remarkable, and one naturally asks why is it so? and on investigation will find that the Flame Tokay grape, like the orange, has chosen a comparatively limited range in which it will exult in its amazing beauty in size and color. This favored section comprises less than 160,000 acres of rich sandy alluvial soil in which the grape seems fairly to revel. The water level is only a few feet below the surface, and the roots soon find all the moisture required without irrigation. The nature of the soil makes deep cultivation easy. This section is celebrated for its high tonnage as will be seen from statistics which show the average tonnage of France to be 2.70 tons per acre, California two tons per acre, and San Joaquin County four tons per acre. When we consider that two-thirds of the vineyards around Lodi are not yet in full bearing, it would be fair to consider six tons per acre as a



## OUT WEST

fair average, or from two to three times the tonnage of any other section in the world. Such staggering facts ought to be enough to convert the most skeptical, or at least give him cause for investigating.

The enterprising spirit of the community was manifested in a most striking manner during the month of September, 1907, by one of the most unique carnivals ever witnessed. It was known as the Tokay Carnival, and lasted three days, during which time it was demonstrated to thousands of visitors that Lodi is the district where people have made substantial fortunes in growing Tokay grapes; that the eastern people like Tokays, and willingly pay the profit; but above all things, that Lodi grows them as no other district can grow them so far as coloring and quality go. At this carnival all buildings were decorated in vines and grapes. Packers were at work on the streets packing grapes beneath beautiful arbors. The streets were lined with booths where demonstrators showed how to make a cutting; how to plant a vine; how to spray a vine, sulphur a vine, prune a vine, make a graft,



TOKAY VINE ARBOR AT LODI

pack grapes, load cars, ice a car—in fact, a producers' show demonstrating the history of the Flame Tokay grape. The parade demonstrated the magnitude of the product. The carnival proved a wonderful success, far more convincing of what this district can do than if it had been written in a book, or spread upon a highly colored poster. The carnival will be repeated in the future. Grapes mean money; Tokays mean more money. Lodi spelled backwards means the "Idol" place where the Tokay grows.

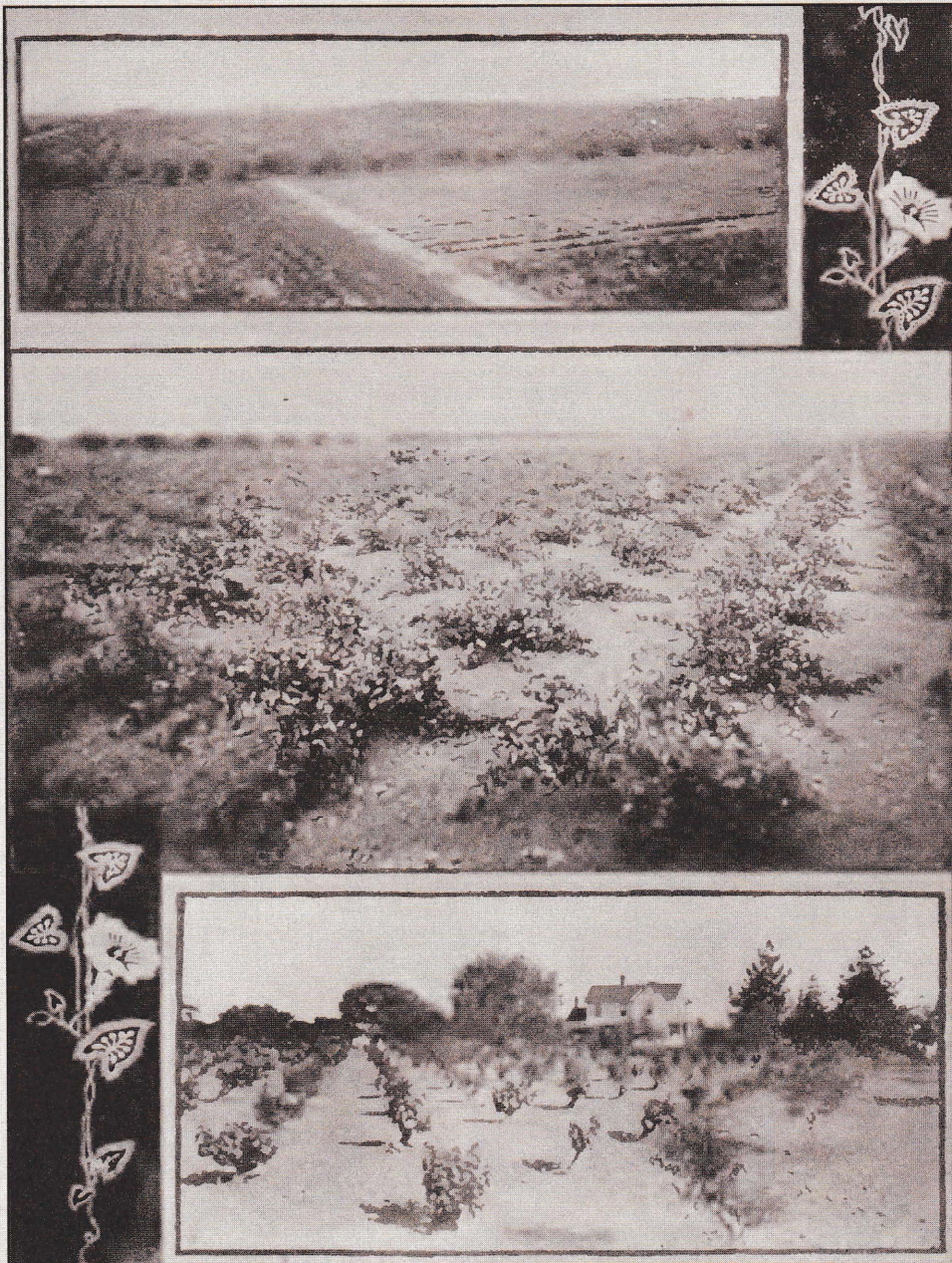
Lodi has a proven valuation, and when it comes to the Tokay grape, it has been proven beyond all doubt that the soil, water supply and climate of the Lodi section meet all the requirements necessary to bring the Tokay grape to its very highest degree of perfection. The growers seem happy and contented, as they should when their vineyards return to



## THE "IDOL CITY" OF LODI

them from \$100 to \$500 per acre per year according to the age of the vines. The lands that are for sale will readily return from 15 per cent to 30 per cent per year on the investment. The section is growing rapidly, and large tracts are being subdivided and planted to vines and trees, and the bank deposits prove the thrift of the community. Peaches, plums, almonds, berries, etc., also yield splendid profits, but the Tokay grape leads for repeated annual profits.

The returns from this section are fast compelling recognition, as many are beginning to realize that a ten-acre vineyard at a cost of \$5,000 cannot be matched by the returns from a \$50,000 block in any great city.

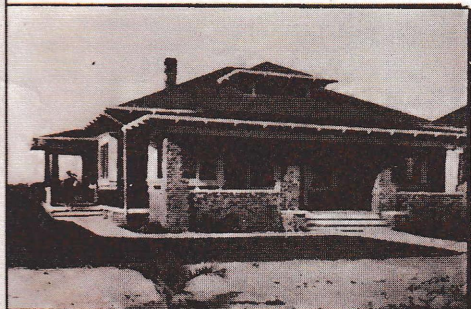


LODI SCENES

An Orchard; a Vineyard; a Home Among the Vines



# LODI



A LODI BUNGALOW

## California

### Go Where You Will

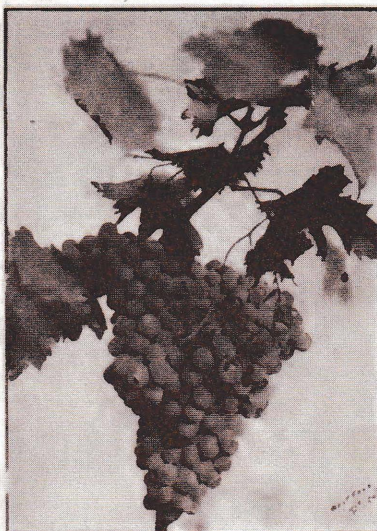
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Editor Nancy Lea Schmer

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